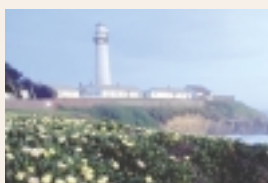
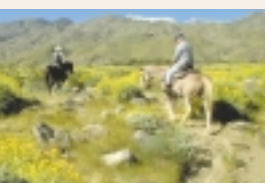


CALIFORNIA

Fast Facts 2002



Statewide and Regional Tourism Facts and Figures

California
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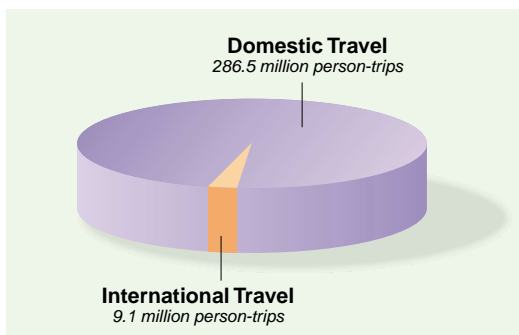
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Executive Summary

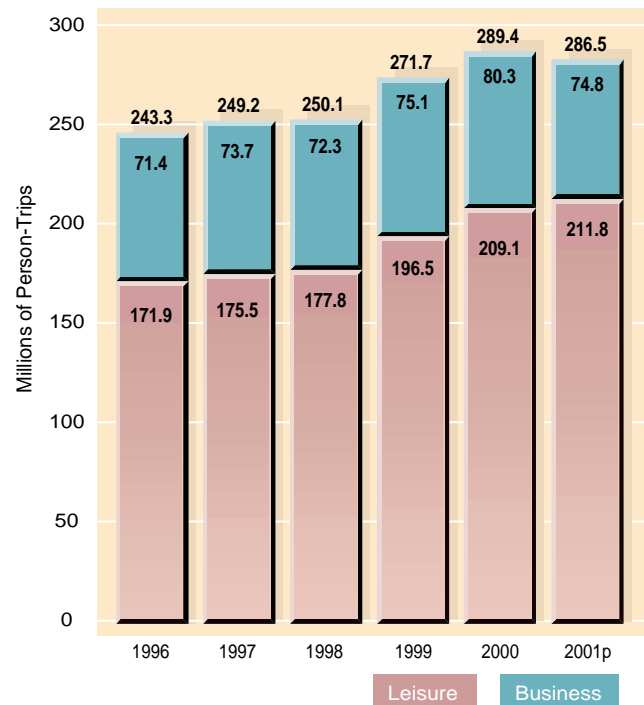
- The events of September 11, 2001 shook travel in the United States and around the world. The effect of those events, along with the decline in business travel associated with the economic recession, greatly affected travel to and through California. Travel volume from all parts of the U.S. as well as international travel to California suffered setbacks in 2001.
- California was the destination of an estimated 287 million domestic travelers and approximately 9 million international travelers in 2001.
- Californians themselves are the mainstay of the state's travel and tourism industry, comprising 85 percent of in-state domestic travel, or 247 million person-trips. Out-of-state visitors account for 39 million person-trips.
- California's share of the domestic travel market in 2001 was 11.1% (preliminary), making it the most visited state in America.
- California receives 22% of all overseas tourism to the United States.
- California hosts almost 5 million overseas visitors each year. The top five overseas visitor market countries are Japan, the United Kingdom, South Korea, Germany, and France.
- Travel by car is the most popular mode of transportation among California travelers, followed by air travel, with bus and train use third.
- Los Angeles County receives the most domestic tourism in the state. 45.4 million person-trips took place in and through Los Angeles County in 2000.
- Travel and tourism expenditures in 2001 amounted to an estimated \$75.4 billion, provided employment for 1,051,000 Californians (including employees as well as sole proprietors), and generated \$4.8 billion in tax revenue. Travel and tourism expenditures comprised an estimated 6% of California's Gross State Product in 2001.
- Travel and tourism is the third largest employer in California, following business and health services. The industry employs more persons than construction, electronics and agriculture.
- Dining, shopping and entertainment are the most popular expenditure based activities among California travelers. Sightseeing, followed by beach and waterfront activities, and visiting theme and amusement parks, are the most popular recreational pursuits.
- Tourism helps diversify and stabilize rural economies. On the average, each California County earns approximately \$1.3 billion per year in direct travel expenditures by visitors.

Total Travel To and Through CA (2001p)



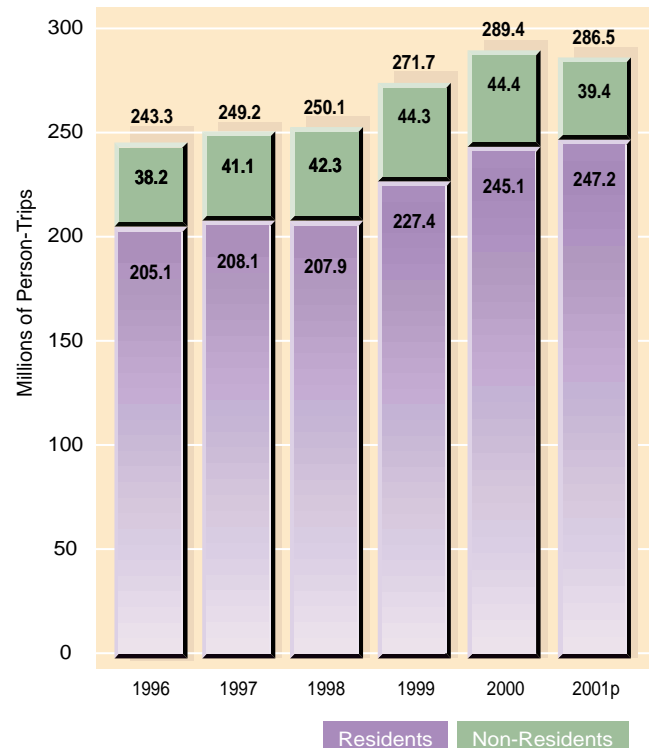
p=preliminary. Sources: DK Shifflet & Associates, CIC Research, Inc. and California Tourism

Business and Leisure Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

Resident and Non-Resident Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

Overseas Visitors to California

Overseas Country of Residence	2000	2001p	% change 00/01
Total Overseas	6,365,000	4,897,000	-23.1%
Japan	1,105,000	851,000	-20.0%
United Kingdom	766,000	626,000	-18.3%
South Korea	419,000	343,000	-18.1%
Germany	394,000	277,000	-29.7%
France	330,000	243,000	-26.4%

p=preliminary. Source: CIC Research, Inc.

Overseas travel to the United States is influenced by:

- The economic stability of the home country of a traveler.
- The popularity of Foreign Individual Travel (FIT). Individuals who prefer to travel on their own, rather than as part of a tour group, are able to plan their trips with faxes, direct reservation systems, and use of the Internet.
- America's, and particularly California's, image as the center of pop culture and the business world.

States of Origin

Not surprisingly, many of California's visitors come from bordering states and Mexico. Travel across California's borders was steady in 2000 and 2001. Border crossing figures for Mexico are based on all vehicular traffic across the border, and do not exclude drive through traffic or trips of less than a day's duration.

Border Crossings (2000 vs. 2001)

	# of 2000 crossings	# of 2001 crossings	% change 00/01
Mexico to CA	30,085,045	30,070,519	-0.05%

Source: Immigration and Naturalization Service

Visitors from other states that took vacations or other types of trips in California are as follows:

Top Originating States (Millions of person-trips)

	1999 Volume	2000 Volume
Nevada	5.6	7.1
Arizona	5.3	5.6
Washington	3.3	3.7
Texas	2.6	2.9
Oregon	3.1	2.3
Colorado	1.4	2.0

Source: D.K. Shifflet & Associates

The Economic Impact of Travel

The travel industry is a major component of California's economy and a primary industry in many local communities. Spending by travelers originating in domestic and international markets generates sales for many different types of businesses in the state, employment for hundreds of thousands of residents, and substantial tax revenues for the state and for local jurisdictions. The travel and tourism industry provides 5.5% of the state's \$1.4 trillion economy.

During 2001, preliminary estimates show that travelers to California contributed an estimated \$75.4 billion to the state economy. This spending directly supported 1,051,000 jobs with a total payroll of \$25 billion, and generated \$4.8 billion in state and local tax receipts. Since 1991, travel spending has grown an average of 5.4%.

California Travel Impacts, 1991-2001p

Year	Destination Spending (\$Billion)	Total Travel Spending (\$Billion)	Employment (000 jobs)	Earnings (\$Billion)	Tax Receipts (\$Billion)
1991	37.9	44.6	852	15.2	2.6
1992	40.1	47.1	878	16.0	2.9
1993	40.9	48.4	882	16.2	3.0
1994	42.2	50.0	914	16.8	3.1
1995	44.2	52.7	935	17.5	3.2
1996	48.6	57.6	990	19.0	3.6
1997	53.7	62.6	1,054	20.8	3.9
1998	56.5	64.9	1,045	21.9	4.1
1999	61.1	69.8	1,087	23.4	4.5
2000	66.0	75.4	1,100	24.9	4.8
2001p	66.1	75.4	1,051	25.0	4.8

*Annual Change

2000-2001p	0.2%	0.0%	-4.4%	0.2%	-0.6%
1991-2001p	5.7%	5.4%	2.1%	5.1%	6.2%

Source: Dean Runyan Associates. Estimates for 2001 are preliminary. *Annual Change for 1991-2001p is the average annual percentage change.



Healdsburg, Sonoma County

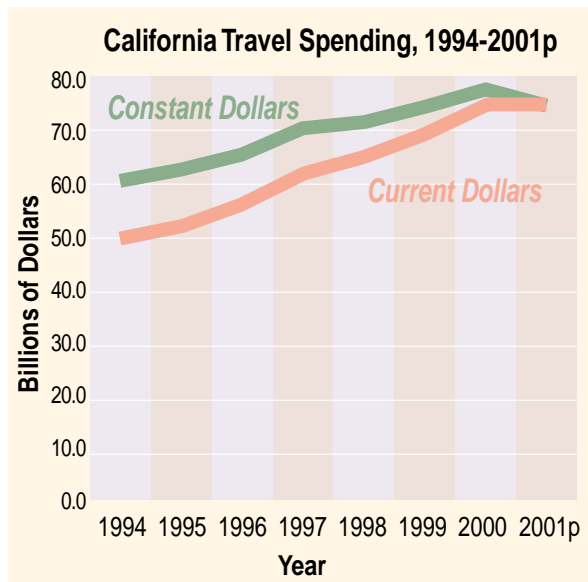
Robert Holmes/California Tourism

California Travel Impacts, 1990-2001p

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001p
Travel Spending by Type of Traveler Accommodation (\$Billion)												
Destination Spending	36.7	37.9	40.1	40.9	42.2	44.2	48.6	53.7	56.5	61.1	66.0	66.1
Hotel, Motel, B&B	18.4	18.9	19.4	19.7	20.3	21.5	24.0	27.0	29.1	31.8	34.5	34.1
Private Campground	1.4	1.5	1.6	1.7	1.8	1.8	2.0	2.4	2.2	2.3	2.5	2.6
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Private Home	4.5	4.8	5.2	5.4	5.6	5.8	6.0	6.3	6.4	6.7	7.1	7.4
Vacation Home	1.9	2.0	2.1	2.1	2.1	2.3	2.5	2.8	3.1	3.4	3.6	3.6
Day Travel	10.2	10.5	11.3	11.6	11.9	12.5	13.5	14.8	15.3	16.5	17.7	17.9
Air Transportation	6.0	6.4	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.8	8.7
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.5
Total Spending	43.0	44.6	47.1	48.4	50.0	52.7	57.6	62.6	64.9	69.8	75.4	75.4
Travel Spending by Type of Business (\$Billion)												
Destination Spending	36.7	37.9	40.1	40.9	42.2	44.2	48.6	53.7	56.5	61.1	66.0	66.1
Accommodations	6.6	6.8	7.0	7.2	7.4	7.9	8.9	10.0	10.7	11.7	12.9	12.7
Eating, Drinking	9.5	9.9	10.2	10.3	10.6	11.1	12.0	13.4	14.3	15.3	16.0	16.2
Food Stores	1.3	1.4	1.4	1.4	1.5	1.6	1.7	1.9	2.0	2.1	2.2	2.3
Ground Transport	5.0	5.1	5.4	5.4	5.5	5.7	6.3	6.8	6.5	7.4	8.8	8.6
Recreation	6.6	6.8	7.4	7.6	7.9	8.3	9.1	10.0	10.7	11.5	12.1	12.2
Retail Sales	7.6	7.9	8.7	8.9	9.2	9.7	10.6	11.6	12.3	13.2	13.9	14.1
Air Transportation	6.0	6.4	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.8	8.7
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.5
Total Spending	43.0	44.6	47.1	48.4	50.0	52.7	57.6	62.6	64.9	69.8	75.4	75.4
Total Earnings Generated by Travel Spending (\$Billion)												
Total Earnings	14.7	15.2	16.0	16.2	16.8	17.5	19.0	20.8	21.9	23.4	24.9	25.0
Employment Generated by Travel Spending (000 Jobs)												
Accommodations	144	141	144	142	150	154	165	183	181	194	201	187
Eating, Drinking	337	324	322	328	332	341	362	379	381	393	398	387
Food Stores	11	11	10	10	11	11	12	13	12	12	12	12
Ground Transport	37	35	34	34	37	38	41	44	40	43	47	45
Recreation	171	171	195	194	206	210	222	241	236	248	248	236
Retail Sales	93	92	95	97	99	103	111	116	117	118	114	106
Air Transportation	52	52	51	51	51	50	51	51	50	51	52	51
Travel Arrangement	29	27	27	26	28	28	27	28	28	28	28	27
Total Employment	873	852	878	882	914	935	990	1,054	1,045	1,087	1,100	1,051
Tax Revenues Generated by Travel Spending (\$Billion)												
Local Taxes	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.4	1.4	1.6	1.7	1.7
State Taxes	1.6	1.7	2.0	2.0	2.0	2.2	2.4	2.6	2.7	2.9	3.1	3.1
Total Taxes	2.5	2.6	2.9	3.0	3.1	3.2	3.6	3.9	4.1	4.5	4.8	4.8

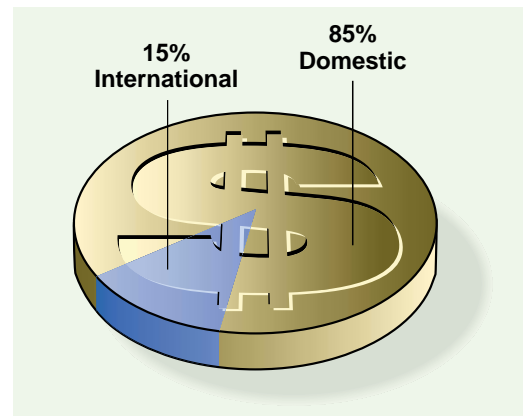
Source: Dean Runyan Associates Note: Total earnings include wage & salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Estimates for 2001 are preliminary (p). Local tax receipts include transient occupancy taxes and local sales taxes. State tax receipts include state sales taxes, motor fuel tax, and personal and corporate income taxes. Property taxes are not included. These estimates supersede all previous estimates released by the California Technology, Trade and Commerce Agency. Details may not add to totals due to rounding.

California Travel Spending in Current and Constant Dollars



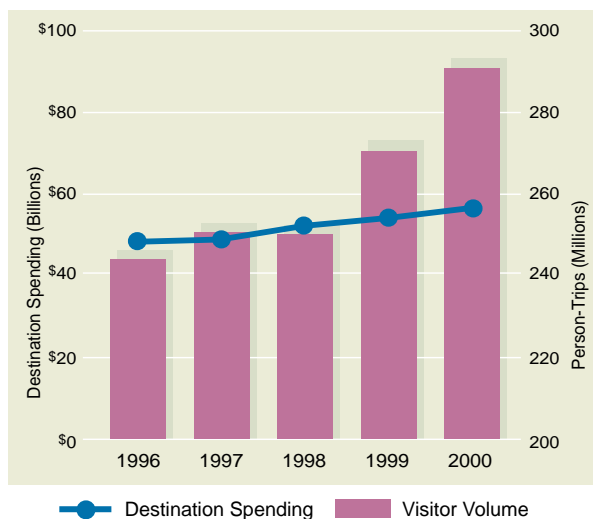
Source: Dean Runyan Associates Note: Constant Dollars adjusted with West Urban CPI.

Domestic vs. International Spending (2000) (Percent of destination spending)



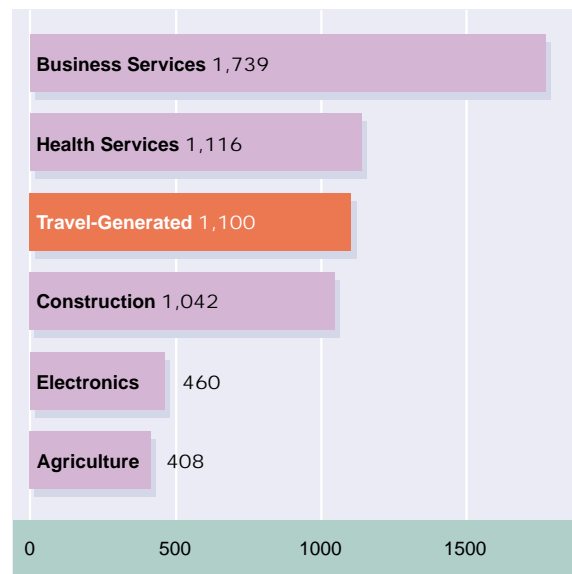
Estimates by Dean Runyan Associates based in part on data provided by CIC Research, Statistics Canada, and Tourism Industries, International Trade Administration, U.S. Department of Commerce. Expenditures on air transportation and travel arrangement not included.

Visitor Volume and Destination Spending (1996-2000)



Source: Visitor Volume (DK Shiftlet); Travel Spending (Dean Runyan Assoc.) Note: Travel Spending in constant (2000) dollars. Air transportation & travel arrangement not included.

Industry Employment in California (2000) (000 jobs)



Source: Dean Runyan Associates and Bureau of Economic Analysis. Note: Employment includes payroll employees and proprietors. Travel-Generated employment estimated by Dean Runyan Associates. All other industries estimated by Bureau of Economic Analysis, U.S. Department of Commerce. Electronics is the sum of electronic and other electric equipment, and instruments and related products.

Employment Generated by Travel Spending, (1989-2001p) (Thousands of Jobs)

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001p
Eating, Drinking	320	337	324	322	328	332	341	362	379	381	393	398	387
Recreation	171	171	171	195	194	206	210	222	241	236	248	248	236
Accommodations	140	144	141	144	142	150	154	165	183	181	194	201	187
Retail Sales (incl. Food Stores)	98	104	102	105	107	110	114	122	128	129	130	127	118
Transportation (Air & Ground)	80	89	87	85	85	88	88	92	95	90	94	99	96
Travel Arrangement	29	29	27	27	26	28	28	27	28	28	28	28	27
Total Employment	838	873	852	878	882	914	935	990	1,054	1,045	1,087	1,100	1,051

Source: Dean Runyan Associates Note: Employment includes payroll employees and proprietors.

Total Travel Spending by County, 1994-2000 (\$ Millions)

	1994	1995	1996	1997	1998	1999	2000	*Annual Change
Alameda	1,425	1,598	1,821	1,958	2,023	2,247	2,531	10.1%
Alpine	22	22	25	28	29	31	33	7.0%
Amador	64	69	77	84	83	89	93	6.4%
Butte	141	149	157	162	172	181	195	5.6%
Calaveras	124	130	140	152	161	177	187	7.1%
Colusa	28	29	30	31	33	36	39	5.6%
Contra Costa	562	589	636	709	750	816	905	8.3%
Del Norte	79	77	82	87	84	91	93	2.8%
El Dorado	545	557	575	614	643	683	705	4.4%
Fresno	586	602	636	665	683	725	797	5.3%
Glenn	31	32	34	36	37	39	43	5.8%
Humboldt	225	232	237	246	251	271	287	4.1%
Imperial	195	199	218	255	245	258	284	6.5%
Inyo	116	123	131	144	143	149	157	5.2%
Kern	667	657	702	778	785	811	905	5.2%
Kings	80	84	89	94	98	105	114	6.0%
Lake	144	152	164	178	186	204	221	7.3%
Lassen	47	49	52	54	57	60	65	5.5%
Los Angeles	11,590	12,201	13,231	14,052	14,256	15,284	16,598	6.2%
Madera	142	149	163	173	175	188	200	5.9%
Marin	324	344	375	417	440	488	533	8.6%
Mariposa	218	217	203	218	236	244	256	2.7%
Mendocino	241	255	259	272	284	303	326	5.2%
Merced	132	132	134	140	145	157	173	4.5%
Modoc	18	18	20	20	22	23	24	5.6%
Mono	227	235	243	274	292	326	353	7.6%
Monterey	1,217	1,301	1,448	1,558	1,632	1,814	1,885	7.6%
Napa	405	448	487	537	573	590	633	7.7%
Nevada	182	187	203	222	226	249	269	6.7%
Orange	4,110	4,324	4,683	5,052	5,194	5,387	5,854	6.1%
Placer	526	556	589	653	715	759	795	7.1%
Plumas	88	92	98	104	113	118	127	6.4%
Riverside	2,779	2,910	3,193	3,599	3,666	4,001	4,255	7.4%
Sacramento	1,278	1,335	1,419	1,525	1,604	1,717	1,900	6.8%
San Benito	49	51	56	61	63	69	75	7.1%
San Bernardino	1,849	1,906	2,065	2,291	2,343	2,528	2,746	6.8%
San Diego	5,088	5,275	6,117	7,040	7,586	8,056	8,705	9.4%
San Francisco	5,902	6,289	6,805	7,234	7,397	8,122	8,502	6.3%
San Joaquin	322	328	338	358	370	402	464	6.3%
San Luis Obispo	657	663	725	777	822	889	970	6.7%
San Mateo	1,774	1,920	2,107	2,298	2,377	2,496	2,659	7.0%
Santa Barbara	809	847	900	971	1,025	1,095	1,169	6.3%
Santa Clara	1,763	1,955	2,263	2,608	2,824	3,070	3,419	11.7%
Santa Cruz	330	349	379	415	437	494	518	7.8%
Shasta	212	216	229	237	250	264	287	5.2%
Sierra	17	18	19	21	22	24	26	7.6%
Siskiyou	101	105	112	118	128	132	143	6.0%
Solano	281	288	305	334	344	377	430	7.3%
Sonoma	614	647	702	764	814	870	933	7.2%
Stanislaus	250	258	269	279	283	306	342	5.4%
Sutter	43	44	47	48	48	52	58	5.2%
Tehama	70	72	77	81	86	90	96	5.6%
Trinity	48	50	54	58	63	66	70	6.5%
Tulare	253	261	275	294	308	325	351	5.6%
Tuolumne	143	145	156	174	185	201	213	6.9%
Ventura	719	737	790	843	888	969	1,075	6.9%
Yolo	146	150	159	168	174	188	207	6.0%
Yuba	49	54	59	60	60	64	71	6.3%
State Total	50,046	52,680	57,560	62,624	64,933	69,775	75,364	7.1%

*Annual Change is the average annual percentage change.

California's Top Attractions

Top Ten California Theme Parks (Based on 2001 attendance)

Disneyland, Anaheim	12,350,000
Universal Studios Hollywood™	4,732,000
SeaWorld, San Diego	4,100,000
Knott's Berry Farm, Buena Park	3,589,000
Six Flags Magic Mountain, Valencia	3,200,000
Santa Cruz Beach Boardwalk, Santa Cruz	3,000,000
Six Flags Marine World, Vallejo	2,120,000
Paramount's Great America, Santa Clara	1,750,000
Monterey Bay Aquarium, Monterey	1,725,411
LEGOLAND, Carlsbad	1,375,000

Sources: Amusement Business (Year-End Issue, 2001), Monterey Bay Aquarium, 2002

Top Ten National Park Facilities (Based on 2001 visitation)

Golden Gate National Recreation Area	13,459,000
Yosemite National Park	3,368,000
San Francisco Maritime Museum	3,257,000
Point Reyes National Seashore	2,277,300
Joshua Tree National Park	1,280,600
Cabrillo National Monument	1,034,800
Death Valley National Park	1,014,500
Sequoia National Park	870,200
Whiskeytown-Shasta-Trinity National Recreation Area	727,700
Santa Monica Mountains National Recreation Area	532,800

Source: National Park Service, 2002

Top Ten State Parks (Based on 2000/2001 fiscal year visitation)

Old Town San Diego State Historic Park	7,809,077
Santa Monica State Beach	7,342,250
Lighthouse Field State Beach	3,977,648
Dockweiler State Beach	3,855,708
Huntington State Beach	2,780,409
Seacliff State Beach	2,424,419
Bolsa Chica State Beach	2,289,342
Doheny State Beach	2,145,067
Sonoma Coast State Beach	2,013,574
Folsom Lake State Recreation Area	1,684,667

Source: California State Parks, 2001

Modes of Transportation

Travelers to and through California continue to utilize their own or rented vehicles for the majority of travel. Non-residents on leisure trips are split between use of air or vehicular travel.

Main Mode of Transportation (2000)

(% of Person-trips)

	All California Travel			California Leisure Travel	
	Total	Business	Leisure	Residents	Non-Residents
Vehicular					
Auto	68.8	62.7	71.2	76.5	38.4
Van/Small Truck	12.8	10.1	13.8	14.1	11.9
Camper/RV	1.7	0.5	2.2	2.0	2.9
Air Travel	11.0	20.1	7.5	1.9	41.9
Bus/Train	1.8	1.3	2.0	2.2	1.1

Source: D.K. Shifflet & Associates, 2001

Domestic Air Arrivals (2000 vs. 2001)

Airport	# of 2000 arrivals	# of 2001 arrivals	% change 00/01
Los Angeles	49,887,000	45,664,000	-8.5%
San Francisco	16,212,000	13,157,000	-18.8%
San Diego	7,766,000	7,453,000	-4.0%
Oakland	5,300,000	5,661,000	6.8%
San Jose	6,112,700	6,018,000	-1.5%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.

International Air Arrivals (2000 vs. 2001)

Airport	# of 2000 arrivals	# of 2001 arrivals	% change 00/01
Los Angeles	17,415,000	15,929,000	-8.5%
San Francisco	4,036,000	3,755,000	-7.0%
San Diego	137,500	127,100	-7.6%
Oakland	62,800	56,200	-10.5%
San Jose	153,300	160,000	4.6%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Jose International Airport Finance and Administration Office; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.

Travel Generated Tax Receipts, 2001p

	(\$ Millions)
Total Local	1,707
Transient Occupancy Tax	1,088
Local Sales619
Total State	3,093
State Sales	2,002
State Gas Tax553
Income Taxes539
Total	4,800

Source: Dean Runyan Associates. Estimates are preliminary

Top Recreational Activities of Domestic Travelers in California, 2000 (millions of person-trips)

	CA Residents	Non-Residents
Sightseeing	39.2	13.3
Beach/Waterfront	33.1	7.4
Theme/Amusement Park	25.0	7.5
Parks: National, State, etc.	17.2	4.0
Hike, Bike, etc.	17.6	2.1
Visit Historic Site	14.5	4.1

Source: D.K. Shifflet & Associates, 2001

Prominent Shopping Districts or Centers

Region	Center or District
North Coast	Village at Corte Madera, Corte Madera
Shasta Cascade	Mount Shasta Mall, Redding
San Francisco Bay Area	Union Square, San Francisco
Central Valley	Fashion Faire, Fresno
Gold Country	Arden Fair, Sacramento
High Sierra	Bootworks Mall, Tahoe City
Central Coast	El Paseo Nuevo, Santa Barbara
Los Angeles County	Rodeo Drive, Hollywood
Orange County	South Coast Plaza, Costa Mesa
San Diego County	Westfield Horton Plaza, San Diego
Deserts	El Paseo, Palm Desert
Inland Empire	The Galleria at Tyler, Riverside

Source: California Tourism, Convention and Visitor Bureaus

Trends in Tourism

- The economic recession of 2001 and the events of September 11, 2001 have had a strong impact on both business and leisure travelers.
- Business travelers are cutting back on the number of trips they take, often substituting teleconferences, conference calls and e-mail for in-person meetings. Driving rather than flying has become more common for business trips. The watchwords for business travel are productivity and economy.
- Leisure travelers have narrowed the geographic window of consideration when planning a trip, often focusing on in-state rather than out-of-state or out-of-country travel. "Close to home" travel is popular and is being promoted by many destinations.
- Families consider travel an opportunity for bonding and to enjoy outdoor activities. More families are spending time with their friends and relatives on leisure trips, emphasizing the quality time this affords. The length of stay on these trips is increasing. Outdoor activities such as visiting parks, hiking and biking, watching sports events, camping, hunting and fishing, and water recreation are all popular with families.
- Heritage tourism, in the form of visiting historic sites, museums and plays, national and state parks, and festivals and craft fairs, is popular with both California residents and non-residents. California boasts the highest market share of heritage travelers in the United States.
- Agri-tourism – visiting working agricultural facilities, tasting tours, farmer's markets, and agricultural festivals – continues to grow as both a cultural activity and a re-connection with the environment.
- Consumers are finding life increasingly complex, and are looking to simplify travel. The common thread in simplified travel is fewer complicated decisions. Travelers are looking for a package deal, one that takes care of the major decisions for them.
- Consumers are also finding life increasingly stressful, and are looking for a relaxing vacation experience. Spas, locations perceived as peaceful, and resorts with get-away-from-it-all appeal are experiencing increased popularity.
- Traveler's Internet use continues to grow. The Travel Industry Association of America states that 64% of frequent travelers use the Internet to plan either some or part of their trips. On-line travel booking is expected to reach an estimated \$20 billion in 2002. The younger generations are increasingly relying on the Internet as a planning tool. The technology represented by the Internet, computerized guides and other travel software is as familiar to them as magazines and travel books are to their elders.
- The United Nations has designated 2002 as the International Year of Ecotourism. The broad definition of ecotourism as educational and environmentally friendly travel fits well into the trend of family vacations in outdoor areas.



Zaca Mesa Winery, Santa Ynez Valley

Robert Holmes/California Tourism

Regional Information

California's twelve tourism regions each have their own unique tourism resources and style. This section of *Fast Facts 2002* includes population information; attendance figures for top attractions, and state and national parks; lodging statistics; and travel volume by region. The economic impact of tourism has been calculated for each region in terms of the total expenditures by travelers and the number of jobs supported by tourism. The number of jobs noted includes sole proprietors as well as employees. Average expenditures per person per day are given by county when available. All figures listed supercede those given in previous reports.



North Coast

The North Coast changes moods with the weather. From sunny vineyards to misty forests to the foggy coast, it is a place out of the past yet bursting with the future. The North Coast Region retains a mix of pastoral and wilderness character that once epitomized much of the state. The region includes the counties of Sonoma, Mendocino, Lake, Humboldt, and Del Norte.

Two California Welcome Centers are located in the North Coast Region, at Rohnert Park and Arcata.



Regional Statistics

Regional Travel Volume (person-trips) . . . 11.8 million
% of CA Total Travel Volume 4.2%

Regional Travel Expenditures (\$M) \$1,860.0
% of CA Total Travel Expenditures 2.5%

Travel Industry Jobs in Region 35,051
% of CA Travel Industry Jobs 3.2%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Sonoma County	\$81.50	\$94.30	\$76.70

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

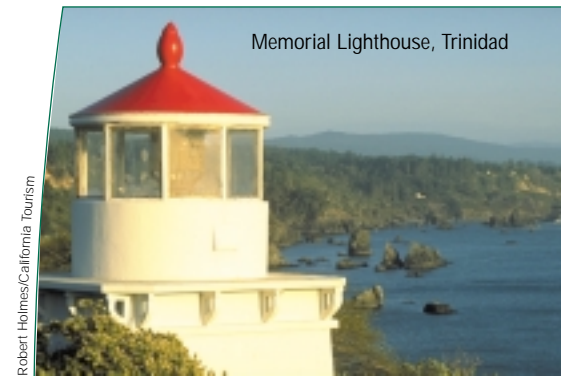
	CA Leisure Travel to Humboldt County	CA Leisure Travel to Mendocino County
Avg. length of stay (all trips)	1.6 nights	1.1 nights
Avg. length of overnight stay	2.2 nights	2.2 nights
% Traveling with children	36%	29%
% Day trips	10%	16%
Mean household income	\$48,200	\$69,400
Used rental car	8%	9%
Top states of origin	Oregon, 13% Washington, 8%	Arizona, 3% Nevada, 3%

Source: DK Shifflet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	64.5%	-2.7%	\$77.48	0.5%	512	26,922
California North Area	60.3%	0.8%	\$65.09	3.2%	216	8,743
Santa Rosa-Petaluma	64.9%	-14.0%	\$101.86	1.5%	69	4,852

Source: Smith Travel Research, 2002



Robert Holmes/California Tourism

Memorial Lighthouse, Trinidad

Regional Population

Population (2001) 771,300

Population of Cities (2001)

Eureka 26,300

Crescent City 7,400

Santa Rosa 150,900

National Park

- **Redwood National Park, 2001**
Attendance 402,100

State Parks

- **Jedediah Smith State Park**
Attendance 169,720*
- **Del Norte Coast Redwoods State Park**
Attendance 84,423*
- **Prairie Creek Redwoods State Park**
Attendance 162,141*
- **Grizzly Creek Redwoods State Park**
Attendance 20,746*
- **Humboldt Redwoods State Park**
Attendance 548,890*
- **Sonoma Coast State Beach**
Attendance 2,013,574*

*2000/2001 fiscal year.

Shasta Cascade



The Shasta Cascade is an outdoor recreation wonderland. Volcanic landscapes and dense forests provide a scenic venue for camping, hiking, biking, hunting, fishing, swimming, boating, water-skiing, snowshoeing, downhill and cross-country skiing, birding and wildlife viewing. The region includes Siskiyou, Modoc, Trinity, Shasta, Lassen, Tehama, Plumas and Butte counties.

The California Welcome Center, Anderson is located adjacent to Interstate 5.



Honey Run Covered Bridge, Chico

Robert Holmes/California Tourism

Regional Statistics

Regional Travel Volume (person-trips) 7.4 million
% of CA Total Travel Volume 2.6%

Regional Travel Expenditures (\$M) \$1,007.0
% of CA Total Travel Expenditures 1.3%

Travel Industry Jobs in Region 21,678
% of CA Travel Industry Jobs 2.0%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates

Regional Population

Population (2001) 552,300

Population of Cities (2001)

Redding 82,500

Yreka 7,300

Oroville 13,100

National Parks

- **Whiskeytown-Shasta-Trinity National Recreation Area**
2001 attendance 727,700
- **Lassen Volcanic National Park**
2001 attendance 376,900

State Parks

- **Castle Crags State Park**
Attendance 69,654*
- **Plumas-Eureka State Park**
Attendance 84,853*
- **McArthur-Burney Falls State Park**
Attendance 216,082*
- **Lake Oroville State Recreation Area**
Attendance 647,669*

*2000/2001 fiscal year.

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Shasta County
Avg. length of stay (all trips)	1.7 nights
Avg. length of overnight stay	2.4 nights
Avg. party size	2.7 persons
% Traveling with children	37%
% Day trips	17%
Mean household income	\$48,100
Used rental car	9%
Top states of origin	Oregon, 11% Washington, 7%

Source: DK Shiftlet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	64.5%	-2.7%	\$77.48	0.5%	512	26,922

Source: Smith Travel Research, 2002

San Francisco Bay Area

The San Francisco Bay Area is a feast for the senses. The dramatic landscape, the fog and sun climate and the multicultural medley of the diverse neighborhoods all contribute to make a uniquely California blend. The region encompasses the counties of San Francisco, San Mateo, Santa Cruz, Alameda, Marin, and Napa; northern Santa Clara County; and western Contra Costa and Solano counties.

A California Welcome Center is located at PIER 39 in San Francisco.



Regional Statistics

Regional Travel Volume (person-trips) . . . 46.9 million
% of CA Total Travel Volume 16.5%

Regional Travel Expenditures (\$M) \$19,291.2
% of CA Total Travel Expenditures 25.6%

Travel Industry Jobs in Region 224,565
% of CA Travel Industry Jobs 20.4%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
San Francisco County	\$122.60	\$152.30	\$106.30
Santa Clara County	\$79.70	\$122.10	\$50.60
Alameda County	\$69.50	\$107.90	\$46.90
Solano County	\$67.60	\$79.60	\$66.10

Source: D.K. Shiftlet & Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to San Francisco County	CA Leisure Travel to Alameda County
Avg. length of stay (all trips)	1.4 nights	1.8 nights
Avg. length of overnight stay	3.2 nights	3.7 nights
Avg. party size	2.5 persons	2.1 persons
% Traveling with children	19%	23%
% Day trips	21%	19%
Mean household income	\$68,000	\$55,600
Used rental car	24%	13%

Source: D.K. Shiftlet & Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Oakland	66.6%	-14.8%	\$97.62	3.6%	193	21,419
San Francisco/ San Mateo	64.7%	-19.7%	\$143.73	-3.4%	357	48,631
San Jose-Santa Clara	64.1%	-19.9%	\$126.80	-2.3%	284	27,142
Vallejo-Fairfield-Napa	75.7%	-4.1%	\$92.48	-3.2%	89	5,860

Source: Smith Travel Research, 2002

Air Arrivals

Domestic

San Francisco
13,157,000

Oakland
5,661,000

San Jose
6,018,100

International

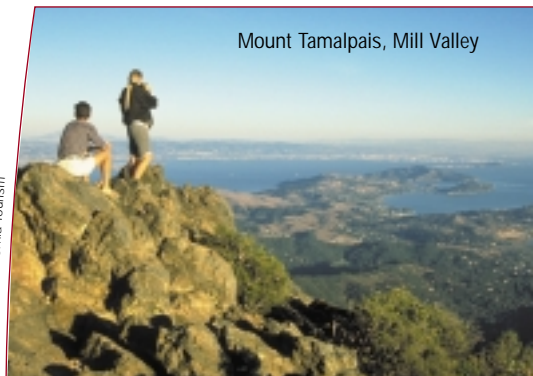
San Francisco
3,755,000

Oakland
56,200

San Jose
160,000

Sources: SFO Bureau of Communications, Oakland Airport Finance Office, San Jose International Airport, Airport Finance & Administration

Robert Holmes/California Tourism



Mount Tamalpais, Mill Valley

Regional Population

Population (2001) . . . 6,234,900

Population of Cities (2001)

San Francisco 793,700

Oakland 409,300

Santa Cruz 55,000

Napa 73,600

Theme Parks

- **Santa Cruz Beach Boardwalk**
2001 attendance 3,000,000
- **Six Flags Marine World**
2001 attendance 3,200,000
- **Paramount's Great America**
2001 attendance 1,750,000

National Parks

- **Golden Gate National Recreation Area**, 2001 attendance 13,459,000
- **San Francisco Maritime Museum**
2001 attendance 3,257,000
- **Point Reyes National Seashore**
2001 attendance 2,277,300

State Parks

- **Mount Tamalpais State Park**
Attendance 1,601,579*
- **Seacliff State Beach**
Attendance 2,424,419*

*2000/2001 fiscal year.



Central Valley

Bound by the gently rolling hills of the Coast Range to the west and the Sierra foothills to the east, the Central Valley's fertile land provides 25% of the country's table food. The inland fingers of the Delta, and the many rivers, lakes and reservoirs of the valley offer numerous water recreation opportunities. The region includes Glenn, Colusa, Yolo, Yuba, Sutter, San Joaquin, Stanislaus, Merced, and Kings counties; the northwestern portion of Kern County; western portions of Tulare, Madera, and Fresno counties; the northeastern portion of Solano County; and the eastern portion of Contra Costa County.

The California Welcome Center, Merced is a convenient stop for travelers in the Central Valley.

Bonacich Orchard, Patterson



Robert Holmes/California Tourism

Regional Statistics

Regional Travel Volume (person-trips) . . . 26.2 million
% of CA Total Travel Volume 9.2%

Regional Travel Expenditures (\$M) \$3,501.1
% of CA Total Travel Expenditures 4.6%

Travel Industry Jobs in Region 61,370
% of CA Travel Industry Jobs 5.6%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Kern County	\$58.50	\$61.40	\$56.60
Fresno County	\$59.90	\$67.30	\$57.10
San Joaquin County	\$46.60	\$53.80	\$44.40
Solano County	\$67.60	\$79.60	\$66.10

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Fresno County	CA Leisure Travel to San Joaquin County
Avg. length of stay (all trips)	1.5 nights	1.0 nights
Avg. length of overnight stay	2.7 nights	2.1 nights
Avg. party size	2.4 persons	2.5 persons
% Traveling with children	25%	27%
% Day trips	15%	34%
Mean household income	\$59,600	\$57,500
Used rental car	9%	11%

Source: DK Shifflet and Associates, 2001

Regional Population

Population (2001) . . . 4,149,300

Population of Cities (2001)

Fresno 441,200

Bakersfield 254,400

Stockton 251,000

Modesto 194,400

State Parks

- **Brannan Island State Recreation Area**
Attendance 137,650*
- **San Luis Reservoir State Recreation Area**
Attendance 612,851*
- **Millerton Lake State Recreation Area**
Attendance 610,957*
- **Fort Tejon State Historic Park**
Attendance 28,814*

*2000/2001 fiscal year.

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Bakersfield	63.1%	-1.6%	\$55.17	3.7%	86	7,410
Fresno	61.3%	1.0%	\$57.50	5.0%	82	7,106
Inyo/Kings/Tulare	54.9%	-3.2%	\$64.16	4.5%	79	4,580
Stockton	66.1%	-5.3%	\$60.65	3.2%	91	6,610
Vallejo-Napa-Fairfield	75.7%	-4.1%	\$92.48	-3.2%	89	5,860

Source: Smith Travel Research, 2002

Gold Country

The discovery of gold in the American River at Coloma in 1848 identified California as the land of golden opportunity. Today, the region is a blend of contemporary culture and pioneer beginnings. The Gold Country region includes all of Sacramento and Sierra counties; western portions of Nevada, Placer, El Dorado, Amador, Calaveras and Tuolumne counties; and eastern Madera County.

The California Welcome Center, Auburn is scheduled to open in Fall 2002.



Regional Statistics

Regional Travel Volume (person-trips) . . . 17.9 million
% of CA Total Travel Volume 6.3%

Regional Travel Expenditures (\$M) \$2,717.2
% of CA Total Travel Expenditures 3.6%

Travel Industry Jobs in Region 49,966
% of CA Travel Industry Jobs 4.5%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Sacramento County	\$70.90	\$84.60	\$61.80

Source: D.K. Shifflet & Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Sacramento County
Avg. length of stay (all trips)	1.2 nights
Avg. length of overnight stay	2.9 nights
Avg. party size	2.4 persons
% Traveling with children	27%
% Day trips	22%
Mean household income	\$57,000
Used rental car	12%

Source: D.K. Shifflet & Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North Central	60.1%	-7.5%	\$70.00	-10.7%	242	16,332
Sacramento	64.8%	-3.9%	\$82.84	3.4%	288	23,969

Source: Smith Travel Research, 2002

Robert Holmes/California Tourism

California State Railroad Museum, Sacramento

Regional Population

Population (2001) . . . 1,659,200

Population of Cities (2001)

Sacramento 418,700

Auburn 12,500

Placerville 9,900

State Parks

- **Folsom Lake State Recreation Area**
Attendance 1,684,667*
- **California State Railroad Museum**
Attendance 449,714*
- **Marshall Gold Discovery State Historic Park**
Attendance 341,042*
- **Columbia State Historic Park**
Attendance 328,796*
- **Empire Mine State Historic Park**
Attendance 73,093*

*2000/2001 fiscal year.



High Sierra

The High Sierra is symbolic of the American wilderness. The crystal-clear high country lakes, steaming hot springs, giant sequoias and peaks of the Sierra Nevada are an outdoor enthusiast's dream. The High Sierra region includes all of Alpine, Mariposa and Mono counties; the eastern portions of Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, Madera, Fresno and Tulare counties; the northern portion of Inyo County; and northeastern Kern County.

Regional Statistics

Regional Travel Volume (person-trips) . . . 10.3 million
% of CA Total Travel Volume 3.6%

Regional Travel Expenditures (\$M) \$2,509.1
% of CA Total Travel Expenditures 3.3%

Travel Industry Jobs in Region 45,824
% of CA Travel Industry Jobs 4.2%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates



Lake Tahoe

Robert Holmes/California Tourism

Regional Population

Population (2001) 332,170

Population of Cities (2001)

Truckee 14,300

S. Lake Tahoe 24,000

Bishop 3,600

National Parks

• **Yosemite National Park**
 2001 attendance 3,368,000

• **Sequoia National Park**
 2001 attendance 870,200

• **Kings Canyon National Park**
 2001 attendance 541,800

State Parks

• **Donner Memorial State Park**
 Attendance 196,593*

• **Calaveras Big Trees State Park**
 Attendance 175,267*

• **D.L. Bliss State Park**
 Attendance 104,575*

• **Emerald Bay State Park**
 Attendance 596,549*

• **Sugar Pine Point State Park**
 Attendance 127,859*

*2000/2001 fiscal year.

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
El Dorado County	\$86.40	\$78.10	\$87.60

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to El Dorado County
Avg. length of stay (all trips)	2.2 nights
Avg. length of overnight stay	3.5 nights
Avg. party size	3.4 persons
% Traveling with children	34%
% Day trips	11%
Mean household income	\$69,100
Used rental car	12%

Source: DK Shifflet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North Central	60.1%	-7.5%	\$70.00	-10.7%	242	16,332

Source: Smith Travel Research, 2002

Central Coast

The Central Coast is serene missions, bucolic agricultural communities, and the dramatic meeting of ocean and land. Sometimes called the Middle Kingdom, the region is located between the San Francisco Bay Area and Southern California. It includes Ventura, Santa Barbara, San Luis Obispo, Monterey and San Benito counties, and the southern portion of Santa Clara County.



Regional Statistics

Regional Travel Volume (person-trips) . . . 30.1 million
% of CA Total Travel Volume 10.6%

Regional Travel Expenditures (\$M) \$5,857.8
% of CA Total Travel Expenditures 7.8%

Travel Industry Jobs in Region 92,583
% of CA Travel Industry Jobs 8.4%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Santa Barbara County	\$72.60	\$72.70	\$72.50
Monterey County	\$112.90	\$105.40	\$115.10
San Luis Obispo County	\$76.90	\$72.50	\$77.60
Ventura County	\$67.60	\$45.30	\$71.40

Source: DK Shiftlet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Monterey County	CA Leisure Travel to San Luis Obispo County
Avg. length of stay (all trips)	1.0 nights	1.5 nights
Avg. length of overnight stay	1.9 nights	2.4 nights
Avg. party size	2.5 persons	2.6 persons
% Traveling with children	23%	22%
% Day trips	23%	10%
Mean household income	\$68,800	\$62,600
Used rental car	17%	7%

Source: DK Shiftlet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Oxnard-Ventura	64.9%	-5.5%	\$77.29	6.0%	65	6,495
Salinas/Monterey	63.0%	-12.3%	\$113.92	-2.2%	197	11,394
San Luis Obispo	68.3%	-1.0%	\$86.57	9.7%	122	6,892
Santa Barbara/Santa Maria	68.2%	-3.1%	\$112.27	6.2%	112	8,112

Source: Smith Travel Research, 2002

Robert Holmes/California Tourism



Mission Santa Barbara

Regional Population

Population (2001) . . . 1,978,600

Population of Cities (2001)

Monterey 29,700

San Luis Obispo 44,600

Santa Barbara 94,200

Oxnard 177,700

Theme Park

- **Monterey Bay Aquarium**
2001 attendance 1,725,411

National Park

- **Channel Islands National Park**
2001 attendance 462,000

State Parks

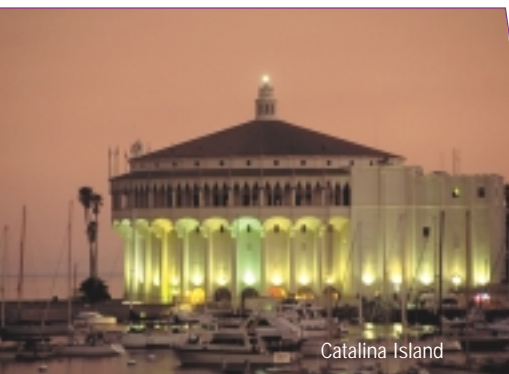
- **Salinas River State Beach**
Attendance 398,814*
- **Monterey State Historic Park**
Attendance 517,535*
- **Point Lobos State Reserve**
Attendance 311,661*
- **Hearst Castle**
Attendance 644,737*
- **Pfeiffer Big Sur State Park**
Attendance 413,081*

*2000/2001 fiscal year.

Los Angeles County

Movie making and the glamour of the "silver screen" fascinate the world, but Los Angeles County is much more. The region encompasses high desert, chaparral covered hillsides, sparkling beaches, snowy peaks and a sprawling metropolis, all in one county.

The California Welcome Center, Los Angeles is located in the Beverly Center.



Robert Holmes/California Tourism

Regional Population

Population (2001) . . . 9,802,800

Population of Cities (2001)

Los Angeles 3,802,700

Long Beach 473,600

Beverly Hills 34,600

Theme Parks

- **Universal Studios Hollywood™**
2001 attendance 4,732,000
- **Six Flags Magic Mountain**
2001 attendance 3,200,000

National Parks

- **Santa Monica Mountains National Recreation Area**
2001 attendance 532,800

State Parks

- **Santa Monica State Beach**
Attendance 7,342,250*
- **Dockweiler State Beach**
Attendance 3,855,708*

*2000/2001 fiscal year.

Regional Statistics

Regional Travel Volume (person-trips) . . . 45.4 million
% of CA Total Travel Volume 16.5%

Regional Travel Expenditures (\$M) \$19,291.2
% of CA Total Travel Expenditures 25.6%

Travel Industry Jobs in Region 224,565
% of CA Travel Industry Jobs 20.4%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Air Arrivals

Domestic

45,664,000

International

15,929,000

Source: City of Los Angeles Department of Airports

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Los Angeles County	\$78.50	\$95.20	\$69.80

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Los Angeles County
Avg. length of stay (all trips)	1.3 nights
Avg. length of overnight stay	3.1 nights
Avg. party size	2.5 persons
% Traveling with children	24%
% Day trips	23%
Mean household income	\$60,600
Used rental car	20%

Source: DK Shifflet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Los Angeles-Long Beach	66.8%	-8.1%	\$95.54	-0.6%	771	88,329

Source: Smith Travel Research, 2002

Orange County

Walt Disney opened Disneyland in 1955 and pastoral Orange County was changed forever. The economic boom that followed brought luxury resorts, professional sports, shopping centers and recreation opportunities of all types.

The California Welcome Center, Santa Ana serves millions of visitors to the region.



Regional Statistics

Regional Travel Volume (person-trips) . . . 24.5 million
% of CA Total Travel Volume 8.6%

Regional Travel Expenditures (\$M) \$5,854.0
% of CA Total Travel Expenditures 7.8%

Travel Industry Jobs in Region 93,809
% of CA Travel Industry Jobs 8.5%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shiftlet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Orange County	\$80.50	\$99.40	\$75.80

Source: DK Shiftlet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to Orange County
Avg. length of stay (all trips)	1.3 nights
Avg. length of overnight stay	2.9 nights
Avg. party size	3.0 persons
% Traveling with children	41%
% Day trips	24%
Mean household income	\$59,900
Used rental car	14%

Source: DK Shiftlet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Anaheim-Santa Ana	66.0%	-5.8%	\$91.02	4.5%	372	48,664

Source: Smith Travel Research, 2002

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Balboa Beach

Regional Population

Population (2001) . . . 2,925,700

Population of Cities (2001)

Anaheim 336,300

Santa Ana 348,100

Costa Mesa 110,900

Theme Parks

- **Disneyland**
2001 attendance 12,350,000
- **Knott's Berry Farm**
2001 attendance 3,589,000

State Parks

- **Bolsa Chica State Beach**
Attendance 2,289,342*
- **Huntington State Beach**
Attendance 2,780,409*
- **Crystal Cove State Park**
Attendance 488,785*
- **Doheny State Beach**
Attendance 2,145,067*
- **San Clemente State Beach**
Attendance 495,071*

*2000/2001 fiscal year.

San Diego County



San Diego reflects the blend of cultures and geography that evolved into the California of today. The missions, the beaches, the city, the valley and the nearby mountains treat visitors to a glimpse of the old, the new, and the beautiful. A short drive takes you from the beach to wooded mountains where snow dusts the peaks in the winter. All of San Diego County except Borrego Springs and Anza-Borrego Desert State Park is included in the San Diego County region.

The California Welcome Center, Oceanside is conveniently located on the Coast Highway.



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Regional Population

Population (2001)	2,870,000
Population of Cities (2001)	
San Diego	1,250,700
Carlsbad	83,500
Oceanside	165,400

Theme Parks

- SeaWorld**
2001 attendance 4,100,000
- LEGOLAND**
2001 attendance 1,375,000

National Park

- Cabrillo National Monument**
2001 attendance 1,034,800

State Parks

- Old Town San Diego State Historic Park**
Attendance 7,809,077*
- San Onofre State Beach**
Attendance 1,691,243*
- Carlsbad State Beach**
Attendance 1,345,358*
- Cardiff State Beach**
Attendance 1,676,654*
- Silver Strand State Beach**
Attendance 550,861*

*2000/2001 fiscal year.

Regional Statistics

Regional Travel Volume (person-trips)	34.2 million
% of CA Total Travel Volume	12.0%
Regional Travel Expenditures (\$M)	\$8,530.9
% of CA Total Travel Expenditures	11.3%
Travel Industry Jobs in Region	134,126
% of CA Travel Industry Jobs	12.2%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
San Diego County	\$83.60	\$109.30	\$72.60

Source: DK Shifflet and Associates, 2001

Air Arrivals Domestic

7,453,000

International

127,100

Source: San Diego Unified Port District Airport Operations Department

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to San Diego County
Avg. length of stay (all trips)	1.5 nights
Avg. length of overnight stay	3.4 nights
Avg. party size	2.7 persons
% Traveling with children	31%
% Day trips	19%
Mean household income	\$63,900
Used rental car	18%

Source: DK Shifflet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
San Diego	69.8%	-4.9%	\$110.79	1.9%	415	49,190

Source: Smith Travel Research, 2002

Deserts

California's deserts are full of contrasts. Side by side with golf courses, tennis courts and luxury resorts are colorful geological formations, fan-palm oases, riparian wetlands, spring wildflowers, high rugged peaks and an inland saltwater sea. The Deserts region includes all of Imperial County, and the eastern portions of San Bernardino, Riverside, San Diego, Kern and Inyo counties.

There are two California Welcome Centers in the Desert Region. The Barstow facility provides travelers with information as they enter California through the desert. The California Welcome Center, Yucca Valley serves desert visitors to the Palm Springs and Joshua Tree National Park area.



Regional Statistics

Regional Travel Volume (person-trips) . . . 15.2 million
% of CA Total Travel Volume 5.4%

Regional Travel Expenditures (\$M) \$3,935.4
% of CA Total Travel Expenditures 5.2%

Travel Industry Jobs in Region 68,224
% of CA Travel Industry Jobs 6.2%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Riverside County	\$79.40	\$92.90	\$75.40
San Bernardino County	\$58.60	\$74.80	\$53.90

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

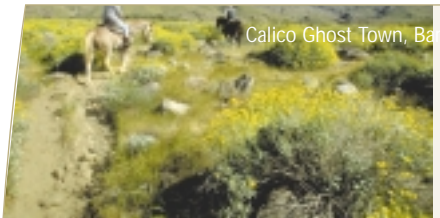
	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
Avg. length of stay (all trips)	1.1 nights	1.3 nights
Avg. length of overnight stay	2.2 nights	3.1 nights
Avg. party size	2.5 persons	2.5 persons
% Traveling with children	23%	18%
% Day trips	29%	22%
Mean household income	\$55,400	\$69,400
Used rental car	9%	14%

Source: DK Shifflet and Associates, 2001

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Palm Springs	59.2%	-5.3%	\$122.60	1.2%	113	13,630

Source: Smith Travel Research, 2002



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Regional Population

Population (2001) . . . 1,698,700

Population of Cities (2001)

Barstow 21,600

Palm Springs 43,800

National Parks

- Joshua Tree National Park
2001 attendance 1,280,600
- Death Valley National Park
2001 attendance 1,014,500

State Parks

- Red Rock Canyon State Park
Attendance 279,737*
- Providence Mountains State Park
Attendance 8,506*
- Salton Sea State Recreation Area
Attendance 196,278*
- Anza-Borrego Desert State Park
Attendance 638,436*

*2000/2001 fiscal year.

Inland Empire

Visitors to the Inland Empire find a world of surprises: nearby ski resorts, lush vineyards, a mission-style inn, orchards, and hot-air balloon festivals. The region encompasses the western portions of Riverside and San Bernardino counties, including the communities of Riverside, San Bernardino, Temecula, Hemet, Big Bear, Lake Arrowhead, San Jacinto and Victorville.



Big Bear Lake

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Regional Statistics

Regional Travel Volume (person-trips) . . . 14.1 million
% of CA Total Travel Volume 5.0%

Regional Travel Expenditures (\$M) \$3,702.4
% of CA Total Travel Expenditures 4.9%

Travel Industry Jobs in Region 65,932
% of CA Travel Industry Jobs 6.0%

All figures based on 2000 travel volume and expenditures. Sources: Dean Runyan Associates and DK Shifflet & Associates

Average expenditures per person per day (2000) (less transportation)

	Total	Business	Leisure
Riverside County	\$79.40	\$92.90	\$75.40
San Bernardino County	\$58.60	\$74.80	\$53.90

Source: DK Shifflet and Associates, 2001

Domestic Visitor Profile, Avg. 2000

	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
Avg. length of stay (all trips)	1.1 nights	1.3 nights
Avg. length of overnight stay	2.2 nights	3.1 nights
Avg. party size	2.5 persons	2.5 persons
% Traveling with children	23%	18%
% Day trip	29%	22%
Mean household income	\$56,400	\$69,400
Used rental car	9%	14%

Source: DK Shifflet and Associates, 2001

Regional Population

Population (2001) . . . 1,839,900

Population of Cities (2001)

Riverside 265,700

San Bernardino 190,200

State Parks

- **Lake Perris State Recreation Area**
Attendance 998,031*
- **Silverwood Lake State Recreation Area**
Attendance 380,293*
- **Mount San Jacinto State Park**
Attendance 398,029*

*2000/2001 fiscal year.

Lodging Statistics

Location	Avg. Occupancy Rate 2001	Percent change 2000:2001	Avg. Daily Room Rate 2001	Percent change 2000:2001	# Hotels Surveyed	# Rooms in Surveyed Hotels
Riverside/San Bernardino	65.5%	3.6%	\$60.04	5.2%	268	19,336

Source: Smith Travel Research, 2002

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